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Rural Lines

RURAL ELECTRIFICATION ADMINISTRATION • U. S. DEPARTMENT OF AGRICULTURE

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U. S. DEPARTMENT OF AGRICULTURE

DISASTER

See Pages 3 and 22





A Message from the

ADMINISTRATOR

This month-end there will be two conferences which can help rural electric systems do a better job in serving their areas. One of these is the Power Use Workshop, scheduled for Sept. 29 through Oct. 1 in Denver.

The Denver meeting will bring together representatives from co-ops and power companies serving rural areas, equipment manufacturers, appliance dealers, and farm educational agencies, all interested in promoting efficient economical use of electric power on farms and in rural homes. Co-ops carry a standing obligation to see that their members have the advantages of every new development. Tomorrow's power needs, appliances and equipment, and methods of merchandising, seen by you and discussed by you at the Denver conference, will help your co-op give better service.

The other meeting is the Job Training and Safety Conference to be held in Jefferson City, Mo., Sept. 30 - Oct. 4. This session will call attention again to the importance of safety and training methods and programs that help to prevent accidents.

On the Safety Page of this issue is a fine tribute to the "no lost-time accident" record of an electric co-op in Texas. Several other outstanding safety records have come to my attention in recent months. One Alabama co-op, for instance, has attained more than 600,000 hours without a lost-time accident.

In addition to providing safe working conditions for employees, each rural electric co-op and rural telephone system has a basic responsibility to develop safety consciousness throughout the area it serves. REA borrowers have a unique opportunity to serve their communities in this way, by means of their newsletters, their access to local radio stations and newspapers, and their continuing safety program instruction and equipment.

Sincerely,

A handwritten signature in cursive script, appearing to read "David A. Samoil".

Administrator.

DISASTER



This was a bad year. REA borrowers throughout the length and breadth of the land stood up to the worst disasters that Nature could wreak.

Two REA borrowers, the Jeff Davis Electric Co-op and the Cameron Telephone Company, bore the full brunt of Hurricane Audrey as it swept in across the coastal area of southwest Louisiana. The damage in dollars of rebuilding and repair was estimated in excess of half a million dollars for each of these locally owned utility systems. The cost in long-term economic losses was harder to figure. Many consumers

on the co-op's lines and subscribers to the telephone service were dead. Hundreds of houses and places of business were destroyed.

Damage ranged from heavy to light for a dozen other electric co-ops and REA-financed telephone systems in Louisiana.

On this and the following pages are pictures of the aftermath of Hurricane Audrey, most of them supplied by Mark Bonner, Jr., editor and manager of *Rural Louisiana*.

On page 7 are excerpts from reports of managers and REA field-men who worked to restore service to stricken areas.

Two linemen repairing damage during the early hours of the storm had to abandon this truck when it was overtaken by tidal floodwaters near Cameron, La. They waded more than a mile to take refuge in a building beside the new branch headquarters of the Jeff Davis Electric Co-op and clung to the rafters above 14 feet of tidal water that wrecked the co-op's office.





At Cameron, Jeff Davis Electric Co-op's new \$92,000 branch office was badly damaged. Immediately following the storm, REA field engineer Donald T. Lowery (in the photo at right) was on hand to work out with Manager J. S. Robbins the financing of rehabilitation estimated at about \$550,000.



This desolate picture which appeared in *Rural Louisiana* shows the only pole left standing in a 10-mile section of 69 kv transmission line which the Jeff Davis Electric Co-op operated. In contrast, much of the distribution system in Cameron Parish was left standing and carrying conductor.





An air photo of storm damage at Creole, La., taken the day after Hurricane Audrey, shows overturned substation transformers. Outside Cameron Parish, service was restored within a few days by the electric co-ops which were in the path of the storm.

As salvage operations got under way, transformers and voltage regulators of this Cameron substation were removed for inspection. They had been knocked down and rolled about by the tidal flood which accompanied the hurricane when it crossed the Louisiana coast.





Outstanding fact of the disaster in Louisiana was cooperation in restoring service. Co-ops on the fringes of the storm area hurriedly repaired their own damage and then sent their equipment, materials and crews into the disaster center. Two of these crews are shown in the photos above and lower left. Every REA borrower in the State helped. There were many instances of bravery and unusual fortitude during the days and nights when managers and office personnel and linemen worked around the clock under the most trying circumstances. Lineman in photo at lower right had to use a rowboat to make repairs. Outstanding, too, was the patience and cooperation of members, who had full confidence that their co-ops were restoring service as fast as possible.



ARE YOU PREPARED FOR DISASTER?

Out of each disaster we learn to prepare better for the next.

IN THE reports of managers in the storm area and of REA fieldmen are significant paragraphs which directors and managers in every state will note and use in preparing for future emergencies.

Tree-trimming:

"... over 80 percent of our main lines and service breaks were caused from fallen trees and branches. Had we been permitted over the years to clear these trees, service would have been restored with very little time lost."

"... Our crews worked all during the storm, snatching limbs off the line. This undoubtedly prevented many out-ages."

"... In one community ... crewmen counted 12 large trees on less than a mile of line."

"... Trees did the greatest damage; sometimes as many as five and six on one span of lines."

Line Construction:

"... transmission line in the 23 mile section ... is virtually a total loss; in fact it has largely disappeared. In contrast, much of the distribution system appears to be in such condition that it can be put in working order relatively quickly. Many distribution poles are still standing and carrying conductors."

"... Our pole loss was relatively light ... because of a good maintenance and pole inspection program we have carried out throughout these many years."

Radio Communication:

"... practically all telephone

communications were down, and the only way we could keep in touch with our crews was through our radio communications system."

"... Lack of communication facilities slowed down the restoration of service to these places as reports could not come through as to where they were."

"... a crew and two trucks immediately left to give help urgently requested by radio in the devastated Cameron area."

Transportation:

"... The weasel can travel on land or water and in marsh areas otherwise impassable by boat or truck. It was used mostly in the Pecan Island area."

"... transmission line was down across U. S. 190 nearly all the way from Lafayette to Lake Charles."

"... many roads were closed by water ... we could not get to all areas as quickly as we would have liked."

"... was able to visit the area by plane the day after the storm and estimate damage."

Help from Neighboring Systems:

"... every co-op in the state has offered help ... Some of the crewmen from other co-ops came to us after hours of sleepless effort on their own systems, yet pitched right in to work."

Financing:

"... Our reserves are adequate. With budget transfers of loan funds assured (by REA) we can take care of replacement costs."

Here Is A Roundup of Ideas
To Use In Planning Your Fall



Lighting Promotion

Lighting offers possibly the greatest opportunity for improving percent return and percent margin, because practically all consumers need more lighting.

In the fall, when school starts and evenings lengthen, interest in lighting increases. The Farm Power Use Calendar suggests September through November for your home and farm lighting promotion. *Rural Lines* offers a roundup of promotional techniques which co-ops have used successfully.

OPEN-HOUSE TOURS

Open-house lighting demonstrations on farmsteads bring out satisfactory numbers of interested neighbors and stimulate home and farm improvements. Tours, often arranged in cooperation with county agents, cover lighting installations in new homes, light conditioning of older homes, and sometimes farm building lighting.

Virginia's 2-year lighting emphasis program, described in July *Rural Lines*, provides rural people opportunity to visit well-lighted farmsteads in 31 counties this fall and promises tours in more counties next year. County agents and power suppliers cooperate in arranging installations and follow-up tours and publicity.

Several co-ops in Georgia have used the open-house demonstration in members' homes effectively. A tour or "home show" of light-conditioned homes is now an annual event in some co-ops. Electrification advisers help members plan lighting installations and obtain equipment at reasonable cost on the assurance that the homes will be on view to members.

COMMUNITY LIGHTING

Model school-lighting installations, followed by tours of school boards, has improved lighting in hundreds of schools in rural

Coffeeville high school homemaking students are shown busy making pin-up lamps in their study of good lighting under Mrs. Sara Alexander, home economist, Clarke - Washington EMC, Jackson, Ala.



America. Electrification advisers obtain help from manufacturers' representatives in planning the larger installations.

Tri-County Electric Cooperative, Carrington, N. Dak., started its school lighting improvement program for 1957 early with a personal appeal to members in its January newsletter. This was aimed to build up local interest in better school lighting and to inform school board members and principals that the co-op offers a school lighting planning service based on testing present lighting conditions and making recommendations in accord with the State school building code.

CHRISTMAS CONTEST

Eighth grade classes from each community school served by Tri-State Electric Cooperative, Copperhill, Tenn., sponsor a Christmas display in the co-op's contest for Christmas lighting of community property. Clubs are also active in the program. Awards are prizes of \$100, \$50, and \$25.

Local civic clubs or merchants sponsor entries in the commercial category of a Christmas outdoor lighting contest held by San Isabel Electric Cooperative, Pueblo, Colo.

Coweta-Fayette EMC, Newnan, Ga., has publicized its community building relighting program in its *Rural Sparks*. The fine relighting job on Redwine Brothers Bank in Tryone, one of the latest firms to completely light-condition its working areas with co-op help, caught the attention of *Rural Georgia*, which carried a story on the installation.



Here are the bulbs Western Cooperative Electric Association, Wakeeney, Kans., sold at cost to 4-H club. 4-H'ers sold them at retail to help raise funds to improve Rock Springs Ranch, official State 4-H camp.

Most widely used of all co-op lighting promotions is the bag of bulbs, or box of bulbs sale. A special price offer or a give-away, such as a freezer bag, insect-repellant lamp, infra-red heat lamp, pastel bulb, or one or two bulbs of 100 to 200-watt size, boosts sales. Campaigns have proven most successful when conducted for the benefit of a local cause.

Cooperation with the Sight Conservation League in a bulb sale campaign to finance a free eye-testing program for school children sold 1,062 kits of bulbs in Hamblen County, served by Holston Electric Cooperative, Rogersville, Tenn.

Head of the Lakes Electric Association, Superior, Wis., ordered bulbs for 4-H'ers to use as a revenue maker. They sold 90,000 bulbs in this co-op's area.

Kansas 4-H club members sold 11,787 bags of bulbs in 41 counties entering Kansas Farm Electrification Council's 1956 light bulb campaign for 4-H'ers. Rawlins County got the winning-county award of \$100 from KFEC for sales that averaged 2.5 bags per member. This campaign, arranged through the State 4-H



Winners of top awards in lampbuilding contest of Sumter Electric 4-H club, whose members meet monthly for instruction by Manager D. J. Thigpen and staff in offices of Sumter Electric Cooperative, Sumterville, Fla.

Club office as a fund-raising activity for Kansas 4-H clubs, has been offered again in 1957.

Another state program, the 3-week campaign arranged last fall by Kentucky Rural Electric Cooperative, Louisville, resulted in sale of 23,500 bags of bulbs, containing 164,500 bulbs in all. Profit to FFA and FHA chapters handling packaging and selling was 30 cents per bag, or \$7,050. Co-op members got a good assortment of bulbs with an extra bulb and a refrigerator bag free. High-sale award winners in some co-op areas sold 30 to 40 bags each.

BULB GIVE-AWAYS

In a new version of the widely practiced annual meeting bulb give-away, Buchanan Rural Electric Cooperative, Independence, Iowa, last year traded about 1,500 light bulbs of 100-watt size for burned-out bulbs brought to the annual meeting. Trade-in of burn-outs was extended to the end of the year.

Offers for free changeout of members' yard light bulbs has

swamped many co-ops with requests. To avoid complaints over delays, most co-ops announce that linemen will make the changeout when they are working in the area. Eastern Iowa Light and Power Cooperative, Wilton Junction, solved the problem of unused yard lights by mailing members a 150-watt yard light bulb free.

Last fall, 3,741 Kansas co-op members opened their mailboxes and found a fourth-class carton with a 300-watt bulb, a reply card, and this announcement: ". . . Central Kansas Electric Cooperative will replace this bulb FREE when it burns out. Just bring the burned-out bulb to the office in Great Bend . . ." Reply cards returned by 2,548 consumers gave this information: 902 bulbs replaced burned-out bulbs; 1,646 replaced bulbs in service, only 7 of which were larger bulbs (500-watt). Give-away bulbs bear the co-op's imprint.

A bag of 9 bulbs of various sizes, worth \$2 retail, is delivered free to each "permanent householder" when servicemen change

out meters and make an appliance survey at the homes of members of North Central Electric Cooperative, Attica, Ohio. Bulbs are marked with the co-op's name and replaced free of charge until the co-op gives notice to the contrary.

An offer of 4 free 100-watt white bulbs in exchange for a coupon imprinted on the reverse side of the space bearing the consumer's name and address in the September 1956 newsletter got a 55 percent return from 3,500 members of Norton-Decatur Cooperative Electric Company, Norton, Kans. By taking the coupon to any one of the cooperating dealers in 11 towns, members could receive the bulbs. The bulb sleeve bore the "Live Better . . . Electrically" imprint and the co-op's name.

LAMP SALES

Sale of portable lamps to members through arrangements with clubs, dealers, or co-op personnel has helped make improved lighting equipment available in rural areas. Several co-ops have sponsored sales of pin-up or table lamps; some have included floor lamps, and a few co-ops have arranged sales of a combination of two lamps, one a floor lamp, the other a table study lamp.

Green River Rural Electric Cooperative Corp., Owenboro, Ky., started its 1957 lighting promotion early this year with a special offer of a certified lamp for a study desk.

House-to-house time-payment selling of lamps, accompanied by servicing of lighting equipment and replacement of bulb burnouts is being used effectively (*Rural Lines*, July 1956, p. 8) by First

Electric Cooperative Corp., Jacksonville, Ark.

YOUTH ACTIVITIES

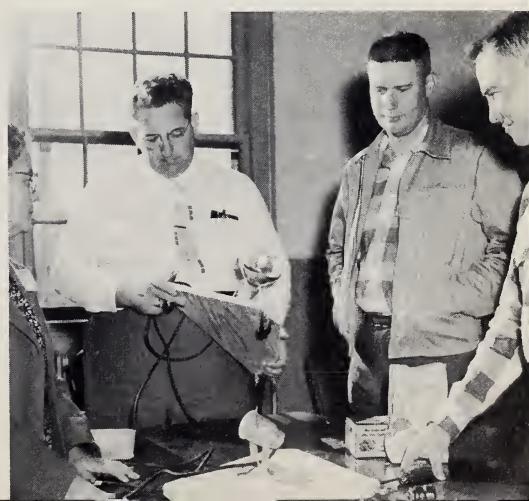
In nearly all states, co-op employees help teach 4-H members to make lamps at club meetings and camps.

Lighting work in schools usually takes the form of teacher training, demonstrations before classes or FFA or FHA chapters, or general assembly programs. Homemaking students enjoy demonstrations on study centers, the effect of light on color in decorative schemes, remodelling old lighting equipment, and newer trends on lighting for homes. Movies or slide presentations can supplement demonstrations.

During a 2-month period last fall, Miss Dorothy Nanney, electrification adviser, gave demonstrations to FHA and FFA members in all the high schools throughout the 9 counties served by Owen County Rural Electric Cooperative Corp., Owenton, Ky.

Farmers Rural Electric Cooperative Corp., Glasgow, Ky., used an essay contest on the subject, "Better Light for Better Living," to promote lighting. The co-op's newsletter published winners.

Local 4-H leaders learn how to build and use safe heat lamp brooders for pig, lamb and poultry production, with help of employees of NCK Electric Cooperative at Belleville, Kans.



Texas Contest Winners Visit REA

Students selected by two rural electric co-ops in Texas toured Washington this summer to learn more about their Federal Government. Shown in the picture below, Adele Defee receives congratulations of REA Administrator David A. Hamil for the essay that won her the award trip from Deep East Electric Cooperative, San Augustine. Visiting REA offices at the same time were Karen Owen and Herman Wilson. They won a competition sponsored by Sam Houston Electric Cooperative, at Livingston. The youths also visited other USDA agencies and saw agricultural and home economics research projects being conducted at Beltsville.



South Dakota Co-op Pays Capital Credits

Nothing was left to chance in getting members to attend the annual meeting June 17, of Sioux Valley Electric Association, Colman, S. Dak. Advance publicity gave program highlights and informed members that checks for 53,673 (one-half of the 1955 patronage refund) would be given out during registration.

An Electric Farm Fair in the afternoon and a beef barbecue preceded the feature-packed evening

business meeting. Features included: \$250 cash awards to 5 winners of the "Electrical Farming" essay contest, introduction of a beauty queen, entertainment, address by Representative George McGovern, and drawings for prizes. During the business meeting, children were entertained with a good Western movie and comedies shown at a local theater.

Results: 1023 of the co-op's 7300 members attended.

Fourth Power Use Workshop

Will Tell Importance Of

Meeting Competition

Facing Up to Competition" will be the main action theme of the 4th Annual National Power Use Workshop-Conference, Sunday, September 29, through Tuesday, October 1, in the Shirley-Savoy Hotel, Denver, Colo.

Sponsored by the Inter-Industry Farm Electric Utilization Council, the 3-day session will be packed full of ideas on how to meet current problems in helping rural people to benefit from greater use of electric power.

Fred H. Strong, Deputy Administrator of REA and chairman of the Inter-Industry Council, will open the Monday morning session with a discussion of the "Conference Theme." Keynote address of the conference will be delivered at the Monday morning session

by Administrator David A. Hamil. Other speakers are slated to give principal talks as follows:

W. J. Ridout, Jr. "Unified Coordinated Approach to Power Use Promotion Is a Must," Harry L. Oswald, Arkansas State Electric Cooperative; "Trends and Problems of Selling Electrical Equipment to Rural Consumers," Homer L. Travis, vice-president (sales), Kelvinator; "Facing Up to L-P Gas Competition," W. J. Ridout, Jr., edi-

torial director, *Electricity on the Farm Magazine*; "What Can a Power Distributor Afford To Spend on Sales Promotion—How Can Results Be Measured?", W. W. Lynch, president, Texas Power & Light Co.; and "Electric Water Heater Standards," Harry L. Oswald, Paul D. Brook, vice president, American Gas & Electric Service Corp.



Harry L. Oswald

Leaders of several electric promotion campaigns will present a panel discussion on "Tools of Promotion."

Features of the opening day, following registration at 2 p.m., will include exhibits built around the theme of "Tomorrow's Look" and a dinner at 6 o'clock. A three-part panel program will follow the dinner: "We Build Load by Merchandising," by H. L. Pickering, manager, Southern Pine Electric Power Association, Taylorsville, Miss.; "Dealers Are Helping Us Build Load," by Leon Wick, manager, Western Cooperative Electric Association, Wameeney, Kans.; and "How We Finance Our State Council," by John L. Taylor, co-chairman, Georgia Farm Electrification Council, and manager, Walton EMC, Monroe, Ga.



Safety records of some rural electric co-ops are so outstanding that they earn nationwide attention. Here are excerpts from an account that was published in the Dallas (Texas) Morning News recently and subsequently appeared in the Congressional Record under the heading "Training Helps Reduce Electric Co-op Mishaps".

"Corsicana, Texas.—Several weeks ago a 43-year-old truck driver suffered a somewhat unusual accident when a long length of heavy electric wire, after being cut, coiled up quickly like a snake and poked the end into the man's leg.

"The man, after the first shock of the incident, came close to crying. Not at the pain but at the disappointment—his leg injury snapped one of the Nation's outstanding industrial safety records. For 546,000 consecutive man-hours, the Navarro County Electric Cooperative went about its dangerous work of handling high-voltage electricity without an injury that kept a worker off the job.

"The safety record was by far the best ever attained in Texas by any of the State's 78 electric co-ops. It ranked sixth among the thousands of co-ops in the Nation.

"The boss of the unhappy injured truck driver, Osie Cauble,

has been State chairman of a unique co-op safety training program for 13 years. Cauble was instrumental in the founding of the Texas Job Training and Safety Program, a statewide organization supported mainly by the co-ops who take part.

"When I first went to work in this business . . . in 1924, electric companies just handed you a book with safety rules in it and warned you what would happen if you didn't follow it.

"It was a good book, but there is more to safety on the job than just reading a book. It's a matter of constant education, and the biggest need in most cases is for management education."

"Under the statewide co-op safety training program, employees attend weekly safety meetings. Once a month 1 of 6 highly trained specialists from Texas A and M College comes in for a detailed lesson on transformers, regulators, meters and the dozens of other types of equipment used in the big business of moving electricity. First-aid and artificial respiration courses are constantly kept up to date.

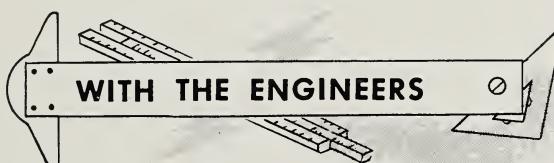
"Navarro County's co-op has a sizable collection of citations and awards for its fine safety record. Cauble was surprised at the most recent State conference of the job training and safety program in Austin by the presentation of a fancy plaque praising his work in promoting safety. The safety evidence he likes most, however, is a live and active employee."

REA Calls Nuclear Power Conference

A second REA Nuclear Power Conference, designed to give electrification borrowers and REA staff members a better understanding of developments in the nuclear power field, will be held October 7-8 in Washington, D. C.

Invitations have gone to key rural electrification leaders outlining a program covering the place of nuclear power in the U.S., REA's policy and present participation in the civilian reactor development program, and types of

reactors under consideration. Regulative, administrative and legislative aspects of nuclear power will be discussed. A tour of the Army Package Power Reactor at Fort Belvoir is also planned.



Breakage of transformer grounding wires from wind vibration can be reduced by tightening the transformer hanger bolts.

• • • • •

Distribution transformer failures on rural lines cause outages which last an average of nearly 6 hours each and affect about 6 consumers.

• • • • •

KWH losses in ferrous suspension clamps may be appreciable when line currents are above 150 amperes.

• • • • •

All poles removed from service should be given a groundline treatment when they are reset.

• • • • •

Safer operation is obtained by connecting the coil side of a recloser to the source.

• • • • •

Reflecting tape or paint applied to guy guards will give them greater night-time visibility and may prevent injury or damage.

• • • • •

Numbers placed on the bottom of transformers are protected from the weather and easy to read. This can be done when transformers are inverted for the leak test.

POWER USE EXCHANGE



Manager Glenn Bergland of Winnebago Rural Electric Cooperative Association, Thompson, Iowa, determined the value of a power use program in a recent analysis of debt repayment progress. The analysis showed an improved load factor which saves \$7,500 annually in power costs and increased farm kwh consumption, which raises revenue \$35,000 annually.

An aggressive power use and member education program has been a contributing factor to an increase in annual revenues of approximately \$40,000 and a material saving in the cost of power for Buchanan County Rural Electric Cooperative, Independence, Iowa. Charts showing these results have been prepared for use at board meetings.

Over 50,000 chicks were insured for 10 weeks this spring against death by service interruption on the system of Sioux Valley Empire Electric Association, Colman, S. Dak. The free protection plan offered by the co-op was used by 125 chick-brooding members who sent in an application form carried in *Sioux Valley Electric*. Answers to a questionnaire mailed to each applicant gave the Co-op

some valuable information on brooding trends and practices.

County winners of 4-H demonstration contests gave their demonstrations in a district contest held June 13 during the morning session of the annual meeting of Cass County Electric Cooperative, Kindred, N. Dak. The winning demonstration among these was given again during the afternoon business session and later at the State contest sponsored by North Dakota electric co-ops. This 4-H district contest program was a feature of several annual meetings held this summer in North Dakota.

A unique service to people in its area is provided by the Guthrie County Rural Electric Cooperative, Guthrie Center, Iowa. This summer, Mrs. John McCluen, electrification adviser, teaches 4 weekly classes in ceramics using 2 large electric kilns in the office of the cooperative. Kilns turn out about 500 pieces a month. Only charge is a firing fee. Handicraft classes have included leather tooling, aluminum etching, copper work, and weaving. Other courses taught are cooking and freezing, sewing, tailoring and pressing.

Rural Lines



SERVING
ISOLATED
SUBSCRIBERS
See Page 22

Borrowers Test Direct Dial Radiotelephone As A Help In Serving Isolated Subscribers

Dial radiotelephone equipment built to REA specifications is now undergoing actual use in Florida and in Virginia. Outcome of these field trials may determine the extent to which REA telephone borrowers generally will be able to offer modern dial communication to isolated ranches and mobile stations in rural areas.

The North Florida Telephone Company, at Live Oak, and the Central Virginia Telephone Corporation, at Amherst, each have an unattended base station, a dial-operated fixed station operating from 115 volts, and two mobile units of 30 watts and 60 watts respectively.

Of equal importance with the installation of the test equipment was the waiving of rules by the Federal Communications Commission to permit the base stations of these two companies to operate without licensed operator on duty to maintain an operating log. The

FCC action also authorizes the mobile units and rural subscriber stations to operate without transmission of call signs. Call identification is sent out automatically from the base station following each call.

L. John Denney, president and manager of the Central Virginia system, already has ordered additional mobile units for subscribers who will pay a rate of about \$32 monthly per station. The service is expected to be especially attractive to taxi companies, trucking firms, repair and service businesses, and for the telephone company's own maintenance.

With these latter subscribers in mind, another borrower, the Cameron Telephone Company, is ordering dial radiotelephone equipment for subscriber stations at Grand Chenier and Creole, on the Louisiana coast, with the base station at Cameron. This company, recently devastated by Hurri-

L. John Denney, president and manager of the Central Virginia Telephone Corporation, tries out one of the new mobile station telephones which permits calls to be made through the company's Raphine exchange without operator assistance.



cane Audrey (see p. 22), plans to use a combination of microwave and radiotelephone for oil companies which have drilling rigs off-shore, as well as for other subscribers.

Estimated cost of a radiotelephone base station is expected to be about \$2,000 exclusive of a transmitting tower. Rural subscriber stations cost around \$800-\$1,000 each. One base station can handle traffic for up to 20 subscribers. Calls are possible between any two subscriber stations



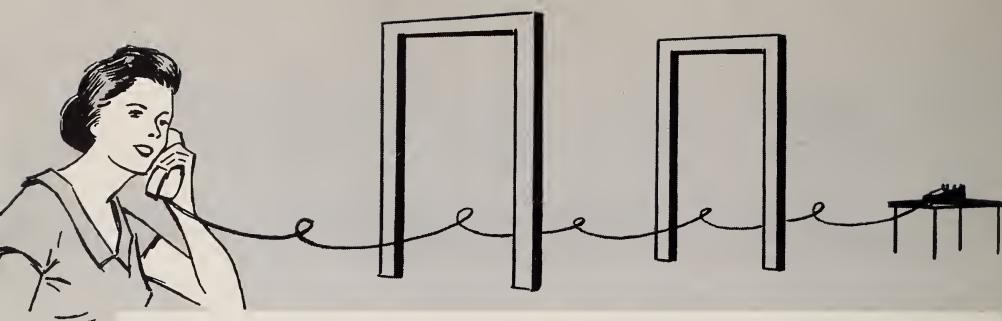
In the home of Mrs. Jessie Steele, near Raphine, Va., this fixed station equipment will be tested for operating and maintenance costs and quality of service. Pushbuttons instead of a dial are used to prevent wrong numbers.

simply by dialing the number desired, as long as both are within range of the base station.

The installations in Florida and Virginia will be checked at intervals by REA engineers to determine operating and maintenance costs and quality of service. It is hoped that the tests will show costs substantially below those of wire lines for isolated rural establishments while providing equivalent quality of service.



The corner reflector shown here is the type of antenna used to transmit dial telephone calls without open wire or cable plant.



Why Install Long Cords When An Extra Telephone Is Needed?

We all know that long cords are dangerous and that additional telephones are the true answer to the subscriber's needs. Yet many subscribers continue to order long cords in an effort to make one telephone do the job of two or three. The result is inefficiency and occasional accidents for the subscriber and loss of good will for the system.

Let's talk about the disadvantages of long cords.

—A single telephone with a long cord is apt to be installed in the center of the house (e.g. the downstairs hallway), not at all convenient for quick answering and comfortable conversations.

—Long cords allow the telephone to be carried to a desired location, but then it must be carried back again, where it can be found for the next call.

—Long cords usually lie on the floor where they accumulate dirt and lint, and get wet from mopping.

—If a cord is left across a doorway, hall, or stairs, it can trip the unwary and cause grievous accidents, especially to children and elderly people.

—At best they are unsightly and a nuisance.

Now let's talk about the advantages of additional telephones in the rural home or on the farmstead.

—Install telephones where they are needed—bedroom, kitchen, recreation room, dairy barn.

—Save steps and save time by having telephones where different members of the family use them instead of walking to where the last user left the telephone.

—Additional telephones can be installed safely on the wall or to stand on table, counter, or desk where they are not a hazard.

—A choice of colors permits an additional telephone to enhance the appearance of the room.

—The cost of an additional telephone is a few cents a day, a small price to pay for the convenience and safety it provides.

You can use this page as a sales piece by having your photo offset printer cover the last 2 paragraphs and use that space for the name and address of your company or co-op, together with the charge for additional telephones.

North Dakota Cooperative Gets Good Testimonials In

Subscriber Letter Contest

“It's good to know how some of the subscribers feel about the service," says Manager Howard R. Wolle after reading contest letters from subscribers of Dakota Central Rural Telephone Cooperative Association, Carrington, N. Dak.

Wintertime worries about blizzards and their hazards for school children were mentioned by several of this co-op's subscribers, but prize winner Mrs. Ben Hoersch, Medina, put it best:

"The peace of mind it gives us during the stormy winter months comes first of all. I am a rural teacher and drive 10 miles to school each day. Since rural telephone service has been established, I can sleep soundly during the night knowing if there happens to be a blizzard in the morning, I need only to phone my patrons and no one will risk going out in the stormy weather. If a storm comes up during the day we can phone the parents that the children are safe. Many a parent and teacher have worried themselves sick and taken many risks which are now unnecessary with telephone service."

Second-prize winner Arthur Job, also of Medina, expressed parents' concern with his statement: "We can keep up with our youngsters from the time they get on the school bus until they get to school. Each farm along our route has a telephone, so we know exact-

ly where they are in case they run into trouble and need help. Also, we don't have to wonder if they got to school—we know. Our bus driver has a telephone, too. In our school district, all bus drivers are required to have a telephone."

Dan Rice, Pettibone, credits his telephone with saving a life in his prize winning letter:

“The telephone . . . has saved one life of our small family and has kept us in touch with loved ones at a distance from us. It has saved us innumerable trips to town and surrounding places. No, I don't believe we would care to part with our telephone under any circumstances. We figure the gas and oil saved more than pays our phone bill each month."

Keeping in touch with loved ones was mentioned by the William Holmes': "We called clear to the West Coast and the total of 8 of us talked on this end to 7 on the West Coast end of the line, and it cost us only \$7. Very reasonable I'd say for a family reunion. The telephone is the last *necessity* that I would give up."

Statements like the Holmes' testimonial make good promotion copy for ads, newsletters, and sign-up campaigns. The cost to Dakota Central was \$35. Awards were 3, 2, and 1 month's credit of local telephone service for the three top awards for letters of not over 500 words covering, "What Telephone Service Means to Our Family."

Cameron Rebuilds On The Ruins

When disaster strikes, power and communications have to be restored quickly because so much community rehabilitation depends upon these services.

On the heels of Hurricane Audrey, William L. Henning, president and manager of the Cameron Telephone Company, was flying over the Louisiana Gulf coast area which his system serves. He found about half of his million dollar investment in new lines and modern dial exchanges destroyed. At Cameron only the microwave tower was intact. The outside plant was entirely gone. "You would not know there had been a line built along the coast," Henning told REA officials in applying for an emergency loan to rebuild.

The storm demolished three of the company's six dial exchanges and destroyed about 150 miles of distribution and toll line. Two-



thirds of the stations were put out of service by the disaster. Rebuilding and restoration of service started at once. A temporary exchange structure (shown in photo above) was hastily erected on the concrete slab flooring of the former building to house a 50-line switchboard with three trunks. Design revisions for rebuilding include buried cable and poured concrete building to prevent or minimize future storm damage.

Telephone Saves Lives of Montana Family

Rural telephone service provided by Mid-Rivers Telephone Cooperative, Circle, Mont., helped save the lives of the Ormo family, overcome by gas fumes in their home at about 4 o'clock one morning last spring. For her part in the rescue, Miss Patricia Appleby, night operator at Glendive, has just received a Certificate of Commendation awarded by the Montana Recognition and Award Committee of Mountain States Telephone Company. Here's how it happened as reported by the *Daily Ranger* of Glendive:

Young Ormo, son of Mr. and Mrs. Ole Ormo, near Circle, awoke

in half consciousness and pulled himself along the floor of the Ormo home toward the telephone. He managed to knock the receiver to the floor and with great effort dialed zero; Miss Appleby answered. The son asked her to ring his sister in Circle and call for help. The message was sent through immediately. When rescuers arrived all three Ormo's had been overcome. They were rushed to a hospital.

Miss Appleby's quick action won her a citation award for her "promptness and resourcefulness in locating the desired individual."

"Plan Big" Is Success Ingredient In Kentucky Telephone Cooperative's

Cutover Celebration

Cutover Fete Is Biggest Event in Auburn History" was the way the newspaper headline described the Logan County Rural Telephone Cooperative's cutover celebration in Auburn, Ky.

President W. Gaston Coke, the directors, and Manager M. L. Simpson began their preparations for a community "Telephone Day" well ahead of the scheduled date and they planned "big". The Auburn Chamber of Commerce was asked to take charge of the celebration. Joe Howlett, selected to be chairman of cutover festivities, systematically enlisted the participation of practically every organization and public official within reach.

An estimated 2500 persons lined Auburn's main street on the selected day to watch the mile-and-a-half long parade. Led by Kentucky's Governor A. B. Chandler, the parade included two high school bands with baton-twirling majorettes, the local National Guard unit, state troopers, Boy Scouts, and American Legion color guard, floats and cars carry-

ing officials of civic associations and business firms, clowns, and six contestants in a well-publicized beauty contest.

Climax of the day's festivities was the crowning of Mary Jo Williams as Miss Telephone by the Governor. Also on the program was a tour of Auburn's businesses and industries served by the new telephone system, and a long distance conversation carried over the public address speaker. In this first call of the newly cut-over system, President Coke talked to his son on duty in Germany, with the Governor joining the conversation. An REA certificate of quality service was presented to the co-op as part of the day's ceremonies.

In his speech, the Governor complimented the community on its new dial telephones and stated:

"Your improved communication facilities will give stronger urban ties and your increased facilities for living will give you more city conveniences . . . more telephone service encourages off-farm employment, develops more industries in your area."

Meetings of Interest to REA Borrowers

- Sept. 12-13—Tennessee Telephone Ass'n, Nashville.
- Sept. 16-17—Arkansas Telephone Ass'n, Hot Springs.
- Sept. 17-19—Michigan Independent Telephone Ass'n, Grand Rapids.
- Sept. 18-20—Rocky Mountain Telephone Ass'n, Salt Lake City.
- Sept. 29-Oct. 1—4th Annual Power Use Workshop, Denver, Colo.
- Sept. 30-Oct. 1—West Virginia Independent Telephone Ass'n, Davis.
- Sept. 30-Oct. 4—National Rural Electric Job Training and Safety Instructors Annual Conference, Jefferson City, Mo.
- Oct. 3-4—North Carolina Independent Telephone Ass'n, Pinehurst.

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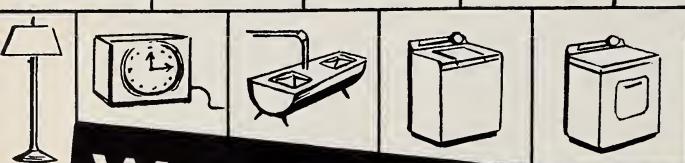
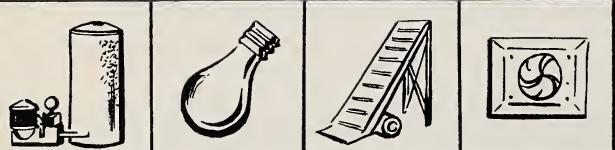
Problems in selling equipment

Water heater standardization

Budgeting power use promotion

Promotional programs for 1958

Cooperating with dealers



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